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10

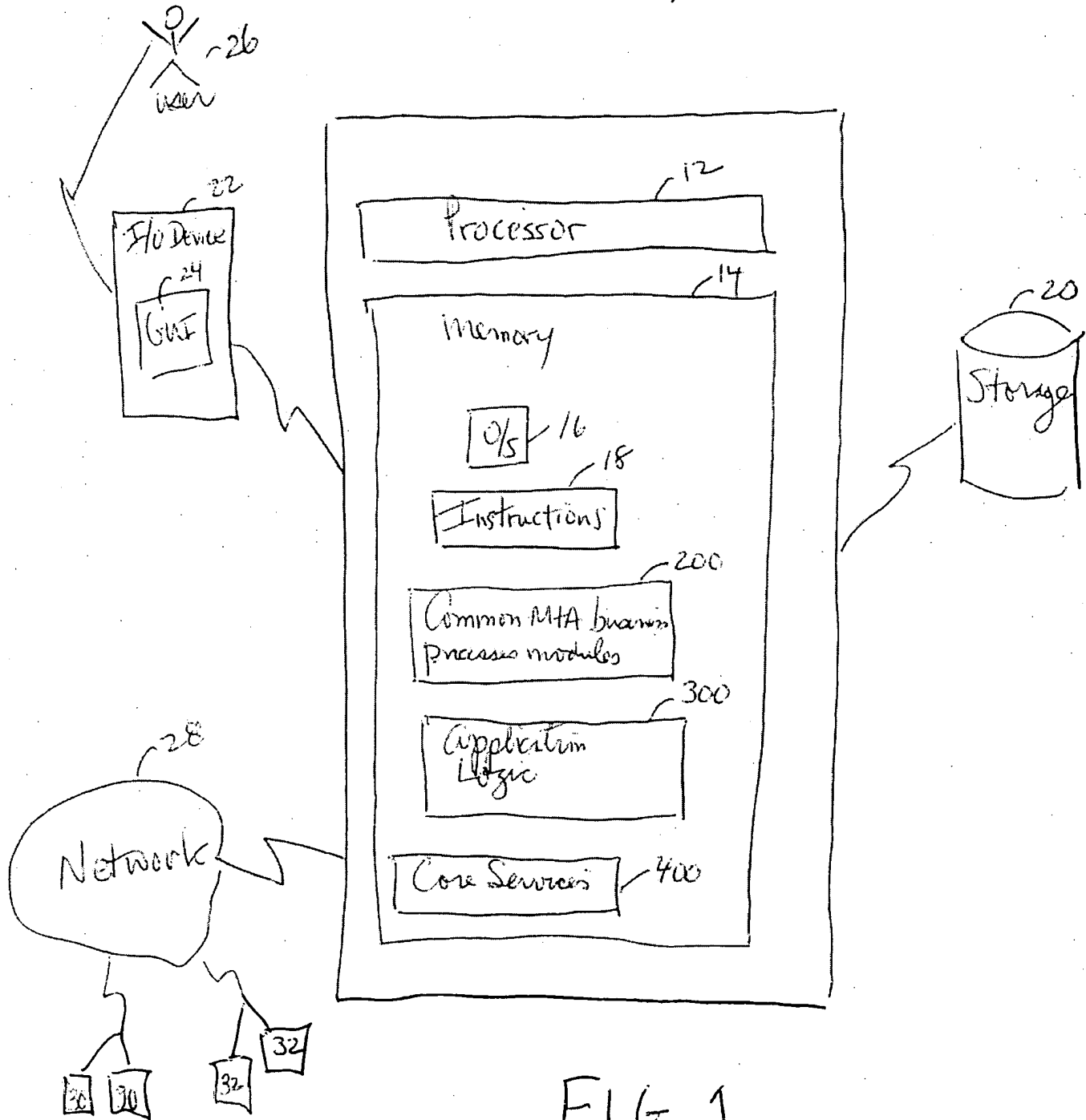


FIG. 1

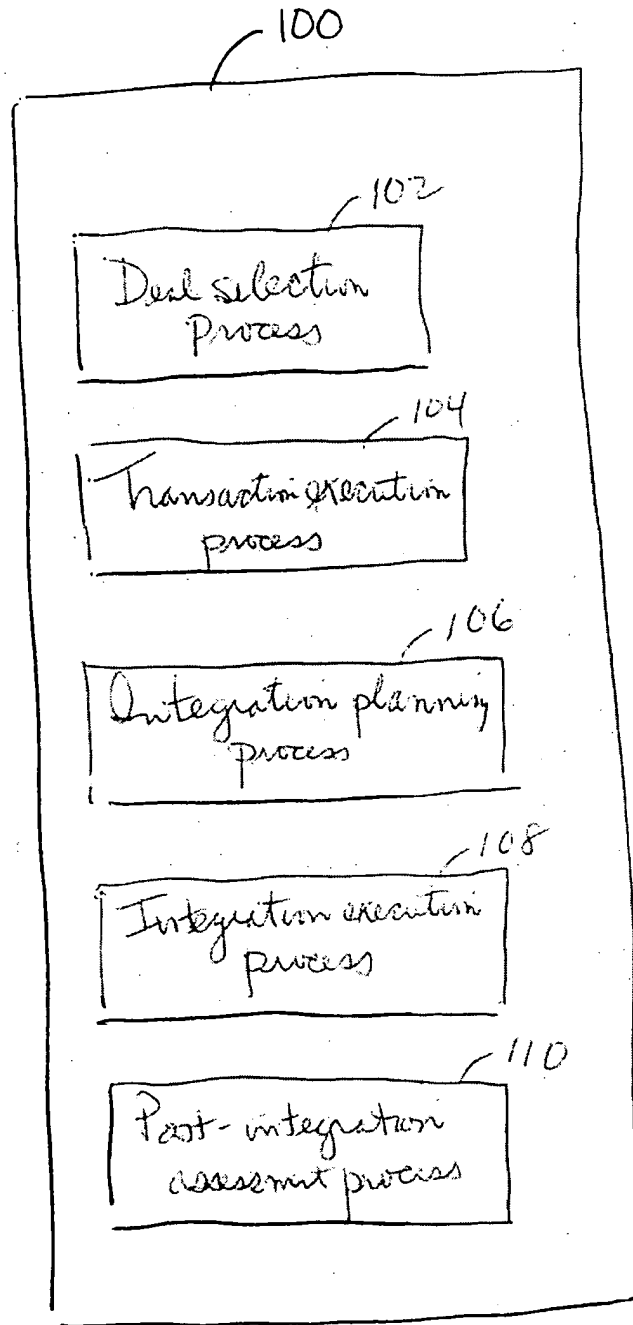


FIG. 2

500

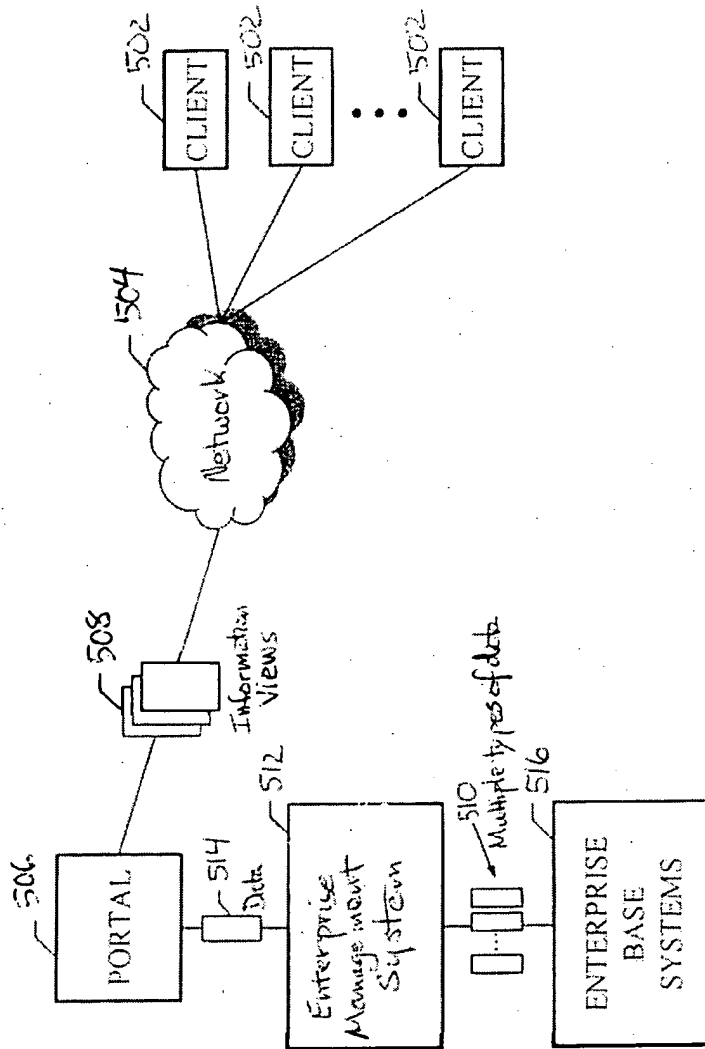
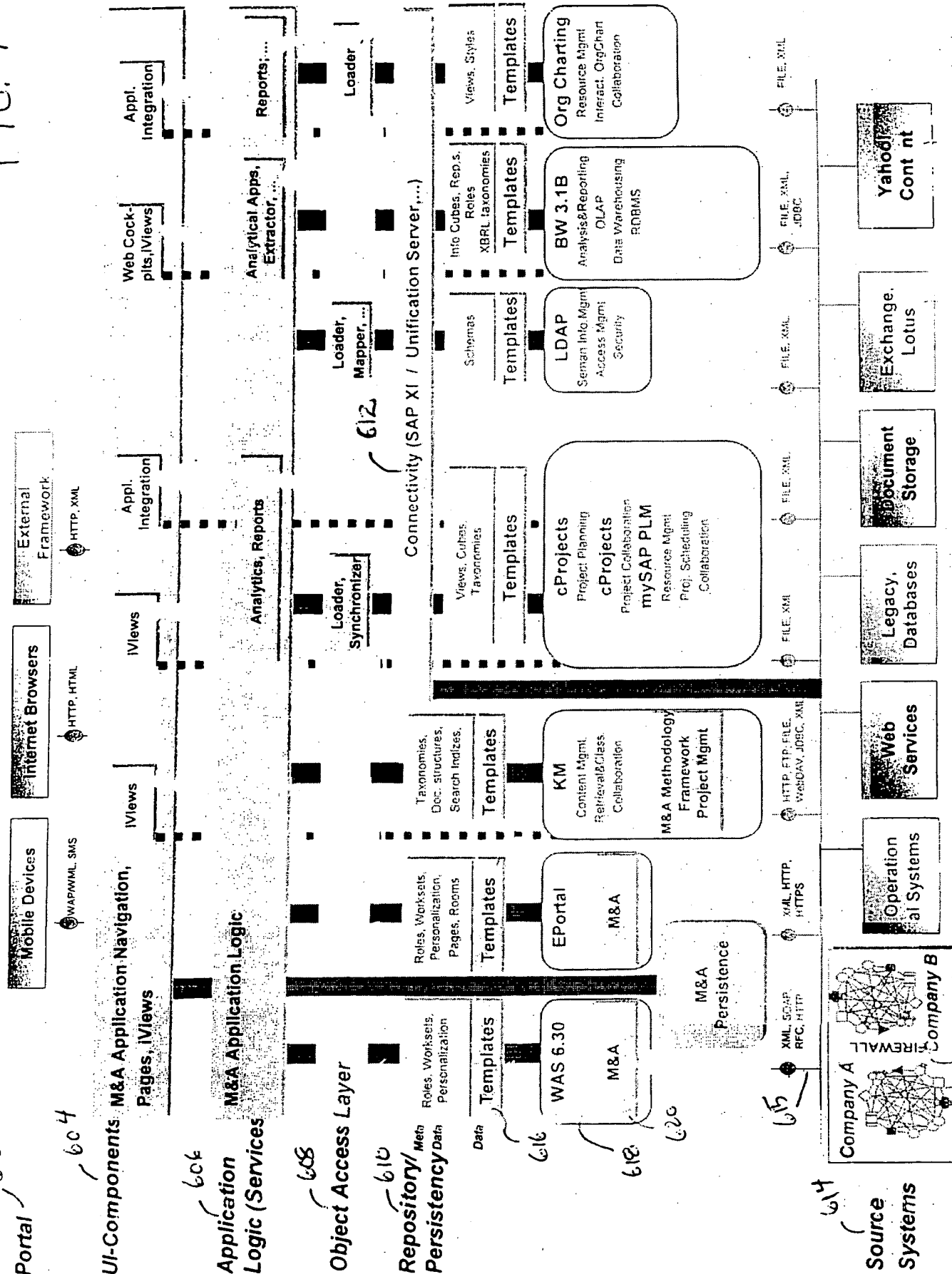


FIG. 3

451



[illegible]

F16. 5

[illegible]

FIG. 5A

1315
1208
1300
1202

**Marine Systems Inc.**

1316 Home

1350 Account Assignment

1355 AE Management

1360 Profile Management

1365 Schedule Rollout

1370 Cross Selling Planning

1375 Roll Out Management

1380 Monitor

1385

1390

**Sales Task Force**

Account Connection • Customer Transition • File Sharing • Discussion • Calendar • Deliverables

Account Connection 1 Clean Room Only -1317

Account Profile: Special Western Region Top 100 Accts -1323

1330 Special, Inc.

Rank Account -1332 Value Executive

Rank	Account	Value	Executive
1	West Marine Inc. -1339	17.5M	Joe Dylan - 1338
2	Newport Ship Yards	6.1M	Mark Quinone
3	Dave's Ways	5.8M	Michelle Carter
4	Gold Rock Ship Yard -1337	5.1M	Jordan McGee
5	Victory Island Yachts	3.8M	(pending)
6	Sydney Sailing Group	3.7M	David Brant

1340 Marine Systems

Rank Account -1343 Executive

Rank	Account	Executive
2	West Marine Inc. -1339	Allen Marwell -1348 Cooperative -1341
12	Newport Ship Yards	Donald Baxter
3	Dave's Ways, Inc. 1342	Alize Wendel
1	Gold Rock 1344	Jon Ferrel
5	Victory Islands Yachts	Karl Huke
(n/a)	(no match)	(n/a)

1345 Accounts Addressed: 1 of 12

Assignment -1347

✓ Donald Baxter

✓ Cooperative

✓ Cooperative

✓ Karl Hope

✓ Joe Dylan

1395

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Filters | Advanced...

Actions

Synchronize with Outlook

Schedule a New Meeting

Calendar Help

Help

FIG. 6



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1500

Schedule Rollout		1430 Account West Marine, Inc	
1420	Template: Default Template - 1425		
1431	Status	Action Item - 1432	
	X Monthly AEs of account assignment - 1440		
	X AE Personalized Communication - 1442		
	X Customer Communication - 1444		
	X Cross-Selling Pre-Rolling Buyers - 1446		
	X Retention Plan - 1448		
	Monthly AEs of Account Assignment - 1440		
1450	Save Cancel - 1452		
	Notification Template: Standard Notification - 1447		
1445	Dear Account Executives, Due to the acquisition of Marine Systems, we have consolidated client accounts which have counterparts in both companies. The decision was made based on numerous factors.		
1462	Send to: Listed AEs - 1470		
1464	Trigger Date: Day 1 - 0 days		
1466	Response Due: Day 1 - 3 days		
1468	Exceptions: Alert me via Email - 1472		
		1475	

Fig. 8

[illegible]

1700

1316 Account Consolidation: Specialized Western Region Top 10% Assets  
 Syntex, Inc. -1330  
 Rank Account -1332  
 Value 1334  
 Executive 1336  
 Rank Account -1343  
 Marine Systems -1340  
 Accounts Addressed: 1 of 12  
 Executive -1346 Assignment -1347  
 Allen Maxwell -1349 Cooperative -1341  
 Donald Bader  
 Alice Wendel  
 Jon Ferrel  
 Karl Hope  
 (n/a)  
 Joe Dylan

1732 Account  
 West Marine, Inc. 1711 1712  
 DUNS 803-2001-22 Customer Contact James Ferguson 1713  
 1720 Decision Thread Account Debits -1725

1731 Current Assignment: Cooperative  
 Select an executive as Account Executive (Lead). You can also Assign Another Executive

1735 1338 1742 1330 - Special, Inc.

1777 Joe Dylan Assign as Lead  
 Tenure: 4 years  
 Account Impact on Income: 1.85%

1745 1746 1779 1751  
 Manager: Bob Jones  
 Tenure: 8 years  
 Account Impact on Income: 1.28%

1755 Total Assigned Accounts  
 Account -1760 Value Assignment  
 West Marine 17.5M Cooperative  
 Boston Whaler 0.42M Transition  
 Merit Performance 0.40M Cooperative  
 Lobo Yachts Sales 0.15M No Conflict

1772 Comments: Add Comment -1774  
 This one will be tricky. Joe has relationships with many of our top customers and I don't want to overwork him (Jonathan Fret)

1776 1770  
 Actually, Joe is actually very good friends with West Marine's CEO. Their families go sailing and they are intense friends. We need to be balanced. (Bryant)

1340 - Marine Systems, Inc.  
 Manager: Henna Jones  
 1752

1783

Comments: Add Comment  
 This is not Allen's main account. Plus, he has other more important accounts coming up. (Jonathan Fret)

FIG. 10

[illegible]

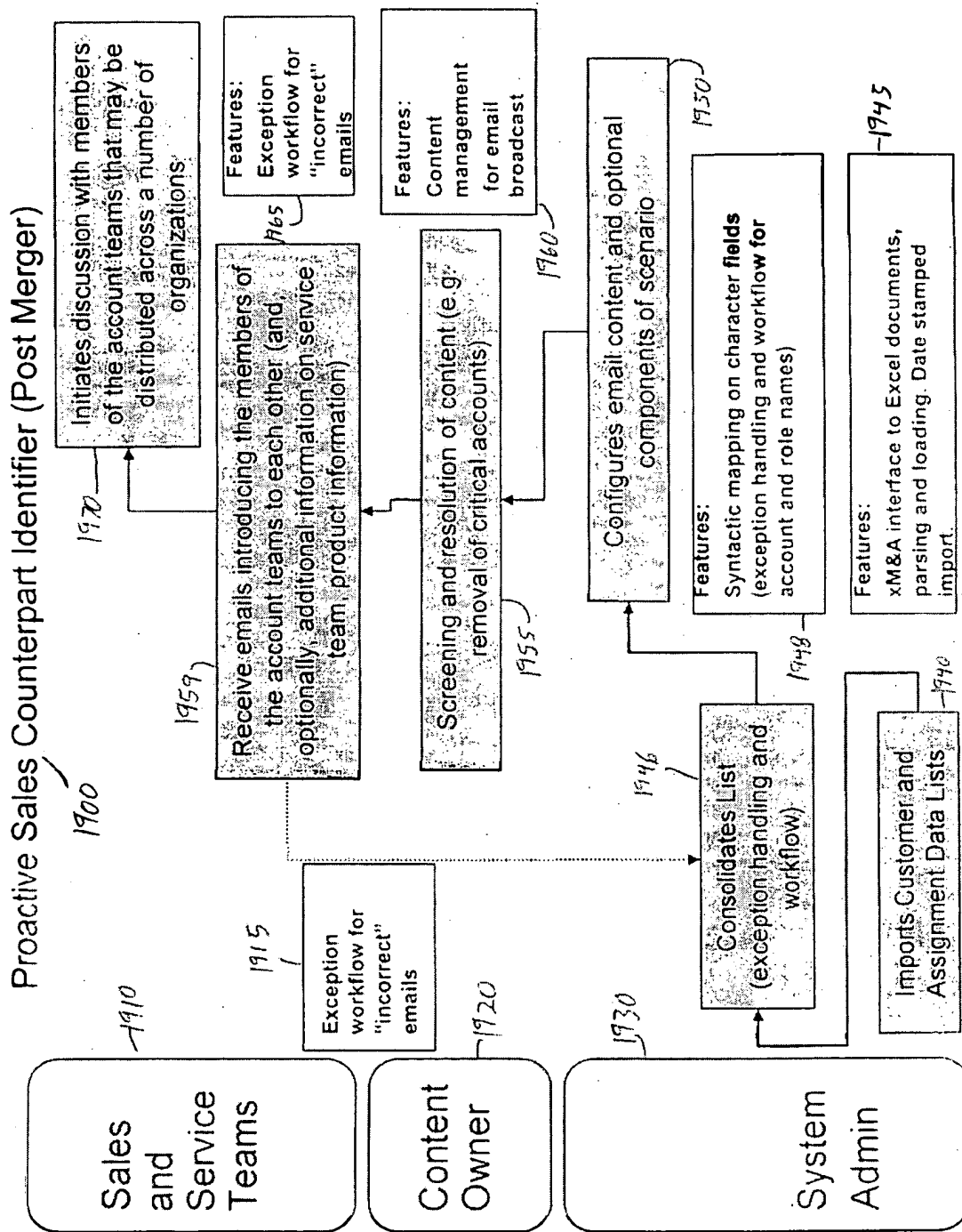


FIG. 12

F16.13

**Marine Systems Inc.**

Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables

Action Planning  
Account Consolidation  
AE Management  
Cross Selling Planning  
Monitor

New Cross-Sell Opportunity - 2/110  
Save | Test | Cancel - 2/113

Opportunity Name:  
For Product  
Target Customer

Customer Profile:  
Estimated Revenue per Customer (\$)  
Probability of Success  
Timeline  
Overall Estimated Impact (\$)

Select Profile | Create New

Alert Email Template: New

Manage Team Members...

Attachments:

Help

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F16.14



221512081202

Marine Systems Inc.

Welcome, J.J. Hatim Personalize

Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables

Sales Task Force

Announcements

06/02/02 Christopher Jacobs  
Welcome to the Operations Task Force  
This portal is intended to aid your job during the merger of Offshore and Speedial. The Steering Committee will ask for a set of proposals from your task force. The task...  
Read

My Tasks

Synchronize Outlook

Task

☐ Look over Mark's Network Proposal  
☒ Generate a list of potential clients  
☐ Take a look at Luke Chen's Candidate for Network Team in Atlanta  
☐ Propose a pro for IT Department

My Deliverables

View all deliverables

Assigned

Due Name Stat

07/25/02 IT Infrastructure 0  
08/16/02 Facility Management 0  
09/20/02 IT Rollout Schedule 0

My Meetings

Synchronize Outlook

View Calendar

Date Event

07/01/02 Milestone 1 (Atlanta)  
07/17/02 Milestone 2 (Video Conf)  
07/25/02 Milestone 3 (San Diego)  
08/16/02 Milestone 4 (Atlanta)  
09/05/02 Milestone 5 (Atlanta)

2220

Operations Task Force Team

2222

Refresh Views | See other teams

2223

Name Role Primary Phone Local Time Message

☒ Enriquez Martinez IF Lead (IT) (252) 555-4857 3:07 pm Available  
☒ Bon Ammi Facilities US (252) 454-9160 3:07 pm Available  
☒ Elizabeth Brown Property Manag (404) 399-0086 3:07 pm Busy  
☒ Li Chan Facilities Asia (855) 422-5062 3:07 am Available  
☒ Joe Dordick IT Europe +33 1 40 88 84 49 9:07 pm Available  
☒ Martin Ellis Facilities Europe (404) 901-9943 3:07 pm Available  
☒ Mark Michaels Networks US (619) 345-7801 12:07 pm Available

F16.15

FIG. 16

1208 2400 1202

Marine Systems Inc.

2415

Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables

Operations Discussions

Manager Team Discussions

File | Advanced | Search

Actions

Start a Discussion Thread

Start a Chat Session

Manage Subscriptions

Chat Help

Discussion Help

Team

Manage Team Members

☒ Enrique Martinez (252) 555-3532

☒ Bob Arnold (212) 236-1822

☒ Elizabeth Brown (404) 399-0088

☒ Li Chen 86823945-0425

☒ Joe Douglas (713) 345-3422

☒ Martin Ellis (404) 514-2343

☒ Mark Michaels (619) 345-7801

Help

Welcome, J.J. Martin Personalize

Sales Task Force

Operations Task Force Discussions

Who should join the ERP migration project?

2406 2404 2405 2407

Joe Douglas 5/22/02 2:18:16 PM 2455-A

Martin Ellis 5/22/02 2:18:48 PM

Elizabeth Brown 5/15/02 9:27:58 PM

Bob Arnold 5/15/02 9:28:36 PM

Document management system - Firewall access

Can someone point me to where I could find the Network security standards? I am mainly looking for the HTTPS license authority you are using, and PC browsers security standards by Positions.

Bob

Reply Delete Close Subscribe

Contact Jim P. Brown he could help

Enrique Martinez 5/15/02 9:28:36 PM

Jim is a good guy and knows the security stuff inside and out.

Phone: 404-331-0988 , email: james.brown@offshore.com

Enrique

Reply Delete Close Subscribe

Subscribe to the Discussion

2430 2435 2440

2420 2422

2460

F16.17

Applicant(s): Sven Schwerin-Wenzel, et al.  
SALES MANAGEMENT

1208 2500 1202

**Marino Systems Inc.** Welcome, J.J. Martin Personalize

2525 Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables

**Deliverables Menu** **Sales Task Force** **HELP**

**Deliverables Portfolio**

Task Force	Assigned By	Due Date	Status
2527 My Assigned Deliverables Title - 2531 Consolidate Sales Force - 2560	2529 2532	2533	2534
2535 My Requested Deliverables Title	Project Management	November 1, 2003	Not Started

You currently have no requested deliverables

**Actions** (0)

- View my Calendar
- Set up a Meeting
- Upload Files
- Manage Subscriptions
- Re-assign This Deliverable
- Deliverable Help

**Tools** (0)

- IT Talent Identification & Retention
- IT Standardization Assessment
- IT Budget Estimator

**Help**

FIG. 18

1815 1208 2600 1202

Marine Systems Inc. 2625

Home • Sales Integration • Transition Cockpit • File Sharing • Discussion • Calendar • Deliverables

Sales Test Force

Action Planning

Please select the Reference Model and Profiles you want to plan on.

Reference Model (Template) - 2630

Project Cctrs - 2633

Short Assignment - 2635

Custom-built Reference Model - 2634

Account Profiles - 2640

Special Western Region Top 10% Accts - 2642

Accounts include: West Marine, Newport Ship Yards, Dave's Ways, Gold Root Ship Yard, etc.

Special Eastern Region Top 10% Accts - 2644

Accounts include: Mary's Village, Ship-A-Ton, East Sails Inc., American Ship Explorers, etc.

Marine Systems Top 5% Accts - 2648

Accounts include: West Marine, Dave's Ways, Gold Root Ship Yard, Wind and Sun Sails, Inc., etc.

Files | Advanced | Search

Actions (3)

Add New Action

Manage Templates

Manage Profiles

Team (4)

Manage Team Members...

☒ J.J. Merin (252) 555-1212

☒ Emma Besson (252) 555-1212

☒ Karl Ashvini (252) 555-1212

☒ Jeff Naka (252) 555-1212

2652 2654

2652 2654

Fig. 19

2700

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Marine Systems Proline - Message (Rich Text)

File Edit View Insert Format Tools Go Home Help

Reply Reply to All Forward

Sent: Mon 2/10/2003 11:29 AM

From: J.J. Martin - 1202  
To: Joe Dylan - 1113  
Subject: Cross Selling Marine Systems Proline - 1172

Joe,  
Your accounts Boston Whaler, Miami Performance and Lido Yacht Sales are all ideal candidates to buy Manne Systems' Proline sailing products.

The products included in this cross selling opportunity are:  
2400 series high-speed hand winches  
2600 series high-speed self-tailing hand winches  
Proline Composite Roller Blocks  
Proline Composite mast system  
Proline Kevlar Sails  
(product names are linked to associated documentation)

All these products complement existing Speedial products and are excellent opportunities to extend sales. Please follow the below link to retrieve the sales strategy documents for this cross selling opportunity.  
[sales\\_strategy\\_proline.pdf - 2730](#)

If you have any questions regarding this or the merger, feel free to contact me.  
Regards,  
JJ

J.J. Martin - 1202  
VP, Sales  
Marine Systems Inc.  
T 252-555-3372  
F 252-555-3565  
E [jmartin@marinesystems.com](mailto:jmartin@marinesystems.com)  
<http://www.marinesystems.com>

2750

FIG. 20

2300

Account Consolidation: Marine Systems - Message (Rich Text)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward Print

Sent: Mon 2/10/2003 12:03 PM

From: J.J. Martin - [12:02]  
To: Joe Dwyer - [11:3]  
Subject: Account Consolidation: Marine Systems

Joe,

Effective March 8th 2003, you will lead the combined Marine Systems-Speedal account of West Marine Inc. The current account lead from Marine Systems is Allen Maxwell. Allen has been notified of the change and will help you consolidate customer contacts in the coming weeks. By March 8th should be completely up to speed on all of Marine Systems products.

Allen Maxwell can be reached at:  
Office: 212-555-6711  
Email: allen.maxwell@marinesystems.com  
Manager: Hanna Jones  
Email: hanna.jones@marinesystems.com

If you have any questions regarding the transition or the merger in general, feel free to contact me.

Congratulations and happy selling!  
Regards,  
JJ

J.J. Martin  
VP, Sales  
Marine Systems Inc.  
T 212-555-1372  
F 212-555-1505  
E jmartin@marinesystems.com  
<http://www.marinesystems.com>

2750

F16.21

2900 Returned Items - Cleats		2908	2910	2920	2922
2905 Distribution channel	Sold-to party	Percentage of returned items	Number of returned items	Number of returned items	Number of ord
Offshore	Marina		4,000		
	Ship IT		5,000		
	Cruis U.S.		5,000		
2930 Technik	Alpha-Systems		4,000		
2935 Result	ALDO		22,000		
2914 Special	Intrasoft		13,000		
	ShosAre US		17,000		
	C.P.N. AG		2,000		
	Lampen-Markt GmbH		17,000		
	Result		13,000		
			62,000		

2940 Sales growth / by distribution channel

2912 Offshore

2914 Special

2950 Items

2960	2970	2980	2990
Sold-to party	Percentage of change	Number of items	Y.T.D WW Total
Ship IT		4,000	25,000
Marina		3,000	12,000
Intrasoft		17,000	153,000
Becker/Frankfurt		5,000	25,000
ShosAre US		2,000	4,000
Technik		7,000	37,000
Carbor GmbH	-14,70588 %	5,000	34,000
C.P.N.	-12,04819 %	20,000	166,000
Alpha-Systems	-12,06897 %	7,000	59,000
Lampen-Markt		13,000	60,000
Overall Result		124,000	785,000

Fig. 22



3001 3002 3003 3004 3005 3006 3007 3008

3010 3000A 3022 3011 3012 3013 3014

Display Standard Order 5143: Overview

3015

3041 3042 3043 3044 3045 3046 3047 3048 3060 3062

Req. deliv. date 08.08.2002

Complete div. 3051

Delivery block

Billing block

Payment card

Payment terms ZB01 14 Days 3%, 30/2%, Incoterms - 3055 CIP

Order reason

Sales area 1000 / 12 / 00 Sold for resale, Cross-division

51.720.00 U.S.D.

1.600 KG

2 M3

25.07.1997

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Fig. 24



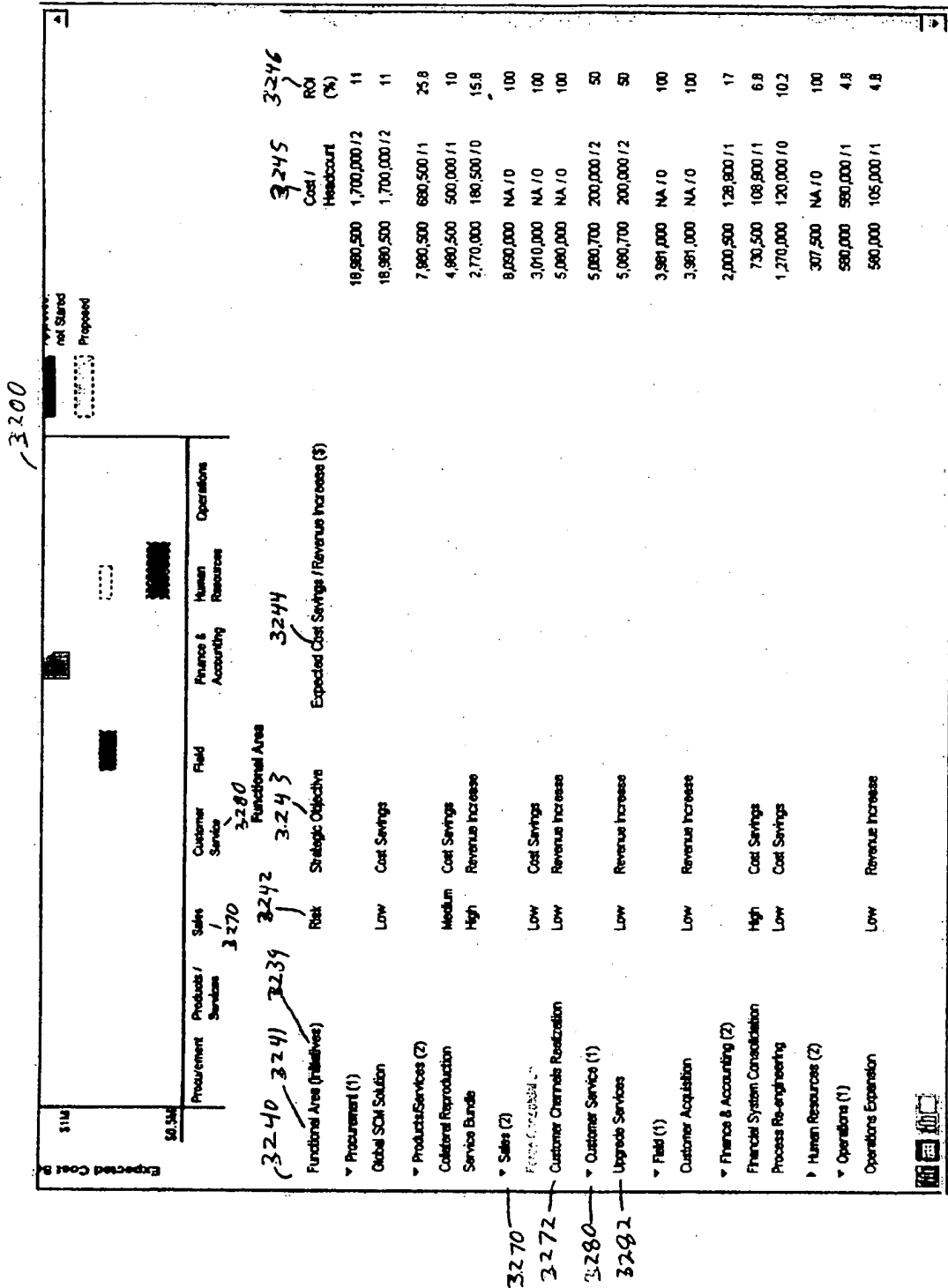


FIG. 26